

# Discover by Cooliris Delivers Fast and Fluid Experience for Knowledge Discovery on iPad

## Immersive Magazine-Style Interface Creates a Delightful New Way to Discover Wikipedia

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### News Facts

[Cooliris](#), innovator of the fastest and most stunning way to engage with media on desktops or devices, today announced the release of Discover, a freely available, immersive new iPad application that empowers users to explore information through an innovative, seamless magazine-style interface on Wikipedia.

Discover by Cooliris leverages the power of the iPad platform to deliver an enjoyable experience for Wikipedia's vast collection of articles. Discover facilitates knowledge discovery with a fresh, intuitive user interface, and makes exploration a delightful experience, while also enabling users to find what they are searching for quickly and easily.

Featuring a beautiful and intuitive flowing interface, Discover by Cooliris enables users to flip easily and quickly through Wikipedia information like a magazine, instead of just clicking links and scrolling through long, text-heavy articles. The outstanding breadth and depth of information provided by Wikipedia can sometimes make it difficult for users to navigate its content, or even know where to begin.

Through the crisp, magazine style interface, users are provided with simplified "flow" navigation, glossy photos and the ability to dive more deeply into a new concept or information using smart search on Wikipedia. Upon entering the experience, Discover showcases a beautifully displayed daily selection of featured Wikipedia articles, and media such as the Photo of the Day.

To deliver the magazine-style interface, Discover has implemented hypertext linking through iOS press and hold functionality, enabling users to highlight any word or term to access either the Wikipedia link or the word definition. A simple shake of the iPad delivers the featured article of the day, or takes you to a brand new article to discover.

For information on availability please visit: <http://www.cooliris.com/mobile/ipad/>

### Supporting Quotes

"Acquiring knowledge does not need to be a boring exercise, and the popularity of Wikipedia for users around the world is undeniable. By turning Wikipedia into a 'live magazine,' we offer readers a virtually limitless source of quality content that is delightful to use on a daily basis." said Soujanya Bhumkar, CEO and Co-founder, Cooliris. "Discover delivers on our promise to go beyond the browser with the user content experience as the priority and top of mind."

"Cooliris Discover delivers their brilliantly fluid contextual navigation for the brilliantly personal iPad – a perfect marriage", says Randy Komisar, partner at Kleiner Perkins Caufield and Byers. "Tablets invite a new way to touch and swipe your way through an ever bewildering mass of

video, images and information. Starting with Wikipedia, Cooliris Discover provides people with a powerful way to find and assemble mundane content into beautifully presented personal media.”

### **Supporting Resources**

- [Cooliris](#)
- [Discover by Cooliris](#)
- [Cooliris Blog](#)

### **About Cooliris**

[Cooliris](#) was founded in January 2006 with a simple mantra: "Think beyond the browser". We focus on creating products that make discovering and enjoying the Web more exciting, efficient, and personal. Each of us is passionate about serving our users without compromise and seeing that our products deliver the best experience possible. Headquartered in Palo Alto, CA, Cooliris is backed by Kleiner Perkins Caufield & Byers, DAG Ventures, the Westly Group, and T-Ventures. For more information, please visit <http://www.cooliris.com/company/>.

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